



Transition Black Isle's Million Miles project Marketing Officer – Job description May 2014

Overview

Transition Black Isle wishes to employ a Marketing Officer to promote all aspects of our "Million Miles" sustainable transport campaign. The position is part-time for six months to support the project during its busiest period.

Background

Transition Black Isle was formed in February 2009. Membership is open to anyone who either lives or operates on the Black Isle and agrees with TBI's objectives:

- Raise awareness of the issues associated with the twin challenges of peak oil and climate change and the consequent need to develop a low carbon, sustainable future through ethical, social, cultural, economic, environmental and community action;
- Promote, encourage and support the development of education and research concerning areas affected by resource depletion;
- Support and encourage local action on peak oil and climate change.

There are over one hundred members of Transition Black Isle. The group is managed by a board of directors with a broad range of expertise. Sub-groups manage projects related to food, energy and communications, including community markets, events and continuation of various initiatives.

The Million Miles project aims to reduce car use by 1%, equivalent to one million miles per year by March 2015. The project is funded by the Climate Challenge Fund, a Scottish Government scheme to help community groups' reduce greenhouse gas emissions. Our three year campaign aims to:

- Encourage greener car travel by offering fuel efficiency training and helping drivers find matches for their journeys via our website highland.liftshare.com;
- Improve access to public transport through voucher campaigns and promotions;
- Increase walking and cycling rates through cycling proficiency sessions run by our network of local Community Cycling Trainers and by creating an active travel map of the Black Isle.

For more information about the project, please visit the [Million Miles page](#) on our website.

Requirements and responsibilities

Transition Black Isle has built up a profile in local media and established a fledgling social media presence. The Marketing Officer's role will be to build on the successful PR work already undertaken, building an audience and increasing the current reach and uptake of project activity. In particular, the project needs someone to develop and manage the website and increase social media presence.

Social media:

- Develop and implement a social media strategy for the Million Miles project
- Manage social media presence for Million Miles;
- Work with project staff and volunteers to ensure that social media is used effectively to build audience for Million Miles;
- Ensure social media is effectively linked with web content and traditional media

Website:

- Ensure all events associated with the project are promoted on Transition Black Isle's website;
- Ensure project web content is kept up to date, is informative, effective and lively and consistency is maintained with information relating to Transition Black Isle and Black Isle Bicycles.

Publicity:

- Maintain Transition Black Isle's existing excellent relationships with media and PR contacts;
- Promote specific events and workshops and encourage participation in the project generally;
- Develop an imaginative promotion strategy to increase membership of highland.liftshare.com;
- Attract involvement and participation from a wide cross section of local people;
- Procure photographic coverage of main events and acquire necessary imagery for promotion of workshops and highland.liftshare.com (ownership of photographs will remain with the project).
- Promote the various strands of the Million Miles project to appeal to a wide audience.

Budget management:

- Manage certain aspects of the project budget.

Relationships

The Marketing Officer will need excellent relationships with the Transport Project Officers, Community Cycling Trainers and Transition Black Isle directors and volunteers. Periodically, the Marketing Consultant will need to attend admin and management meetings.

Duration and working arrangements

The Marketing Officer position is for three days a week for a six month period (anticipated to be between June 2014 and November 2014). The Marketing Officer will work from their own office and will be responsible for their own equipment and administration. Some evening and weekend working will be required.

Remuneration

Salary will be £20,000 pro rata (£1,000 per month for three days a week, six months).

The marketing officer will be entitled to annual leave of 28 days pro rata (14 days), inclusive of public holidays.

This post is offered under a fixed term contract from June 2014 until November 2014.

We will consider offering the contract on a self-employed basis if preferred.

Expenses

Travel expenses will be paid at 20p/mile for bike, 30p/mile for car and face value for public transport.

Arrangements for application and interview

Applicants should email a CV and covering letter outlining their experience and interest to millionmiles@transitionblackisle.org. Deadline for applications is 17:00 on Thursday 15th May 2014. Interviews will be held on the Black Isle on Monday 19th May 2014.